



# Vice President, Fund Development

Full-Time Permanent Position  
Toronto, Ontario- Temporarily Remote  
March 2021

## Role Description

The ALS Society of Canada (ALS Canada) is searching for a Vice President of Fund Development to join our award-winning team. Reporting to the Chief Executive Officer, you will be accountable for inspiring philanthropy in support of the ALS community. You will contribute to the collective revenue goals of the Fund Development team (\$10 million in 2019; \$6.7 million in 2020) and seek to maximize our revenue growth, audience reach, and ensure the overall sustainability of the organization. You will work, lead and coach the Fund Development team, and work closely with our Senior Management Team, Board of Directors, external partners, and you will engage with the broader ALS community comprised of researchers, clinicians, advocates, ambassadors, and people with lived experience. You will serve as a spokesperson for the organization and you will contribute to a positive workplace and foster a culture of philanthropy.

ALS Canada receives no dedicated government funding – all of our services, advocacy and research are funded through the generosity of our donors. We've intentionally diversified our fundraising portfolio to grow other revenue streams, philanthropy specifically. Because of this, we are keenly interested in a candidate with extensive experience in major and planned gifts, with skills such as building relationships and forming strategic alliances that will impact revenue growth. **Join our team today!**

## What You Will Do:

### Strategy

- Develop and oversee strategy for a diversified Fund Development portfolio, including events, philanthropy, direct mail and annual-giving
- Develop specific and measurable short, mid and long-term plans and programs to achieve the ALS Canada's strategic plan framework and objectives, in collaboration within the Fund Development team and across the organization
- Lead and contribute to the management and growth of a pipeline of new and active donors, sponsors, and partners at a scale commensurate with current and future revenue targets
- Set KPIs and monitor performance of all Fund Development portfolios and recommend improvements accordingly
- Oversee activities relating to the CRM/e-CRM databases, including donation processing, financial reconciliation, and recommending improvements as required, championing a data driven culture within the organization



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- In collaboration with and supported by the marketing department, set the organization's digital fundraising objectives, ensure revenue generation from online channels is optimized and leverage emerging technologies to support revenue goals
- Provide vision and direction to the creation of fundraising and impact messages aligned with the organization's brand positioning to reinforce the organization's case for support with key audiences
- Identify key strategic issues, social or political developments, and emerging trends that may be opportunities or threats, provincially and nationally, and recommend and implement responses

## Governance and Support

- As part of the Senior Management Team, provide information to Board of Directors about the Fund Development portfolio through reports and presentations, and attend meetings as required
- Work with the Board of Directors and CEO to leverage their networks to identify and cultivate donors, sponsors, and partners
- Attend Board meetings as required
- Contribute monthly to the CEO's report to the Board
- Ensure organizational compliance with policies and legislation relating to governance, human resources, health and safety, privacy, gift acceptance, as well as best practices for data integrity
- Leadership
- Act as primary relationship manager for the organization's top donors; and act as subject matter expert for the philanthropy fundraising stream and advise growth strategy
- Provide vision and model and implement approaches that embed and maintain a culture of philanthropy with staff and volunteers
- Lead the Fund Development team in their efforts to achieve targets and KPIs for all fundraising streams by providing strategic support, problem solving, rigor in activity review and ensuring staff have the resources needed to succeed
- Manage, support and lead a team of three direct reports and support an additional six indirect reports
- Contribute to the growth of the Fund Development team through mentorship, coaching, sharing of fundraising best practices, event excellence
- Support the team of Regional Managers in community fundraising by providing mentorship and guidance, and helping to identify opportunities to increase fundraising and volunteerism
- Work with Human Resources on performance management and relationships with staff and volunteers
- Contribute as a member of the Senior Management Team
- Contribute to a positive work culture based on the values of the organization
- Represent ALS Canada on governance committees of fundraising partners as required
- Represent ALS Canada at conferences and events to increase the visibility of the organization

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## Finance

- Develop and manage an expense budget of \$2.5 million and a revenue budget of \$10 million
- Plan annual revenue and expense budgets for Fund Development and support Board approval for fundraising plans
- Oversee and approve the review of monthly staff team expense forms
- Support Finance with the mid-year forecast of the budget
- Review monthly financial statements

## Misc.:

- Attend events on behalf of the organization as a senior executive and as a spokesperson.

## What We Are Looking For:

- Minimum 8-10 years of progressive fundraising experience with strong experience with Major Gift cultivation
- Minimum 5 years' experience in a leadership role at a senior level
- Experience at a charitable organization
- Ability to exercise sound judgement, diplomacy, and sensitivity when addressing problems or issues that require conflict resolution or negotiation
- Strong interpersonal and relationship management skills
- Ability to work in a fast paced and results oriented environment
- Proven leadership skills
- Experience managing multiple direct reports
- Strong presentation and public speaking skills
- Excellent analytical skills
- Ability to multi-task and manage several projects with competing deadlines
- Exceptional written and verbal communications skills with the ability to effectively interact with Senior Management, Board of Directors, donors, sponsors, partners, stakeholders and staff
- Excellent organizational, planning and administrative skills with attention to detail
- Proficient with the Microsoft Office suite of products
- Working knowledge of CRM systems
- Experience working with Boards and Board Committees
- Driver's License required

## Preferred

- AFP membership and CFRE designation
- Experience working at a health charity or working with individuals with a terminal illness
- French/ English bilingualism



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## Apply Today!

Submit a cover letter and resume in pdf format, along with a portfolio demonstrating your support on recent projects, to [jobs@als.ca](mailto:jobs@als.ca). Please be sure to indicate the job title in the email subject. Applications will be reviewed on an ongoing basis until the position is filled.

ALS Canada would like to thank all applicants for their interest; however, only those selected for an interview will be contacted.

## Why join ALS Canada?

A charitable organization that lives its values of **accountability, collaboration, compassion, integrity, resiliency** and **respect**, ALS Canada works with the ALS community to improve the lives of people affected by amyotrophic lateral sclerosis through support, advocacy and investment in research for a future without ALS. Fully funded by donors, we were fortunate to benefit from the generosity of Canadians during the Ice Bucket Challenge of 2014, and are now focused on implementing our 2018 to 2023 strategic plan in support of the following long-term impacts: people affected by ALS receive the best possible standard of care; more treatments are available to improve quality of life and extend lifespan; and people are empowered to make informed decisions about ALS.

Our world is challenging. The people we serve are dealing with a devastating illness. But in the midst of it, their resiliency and spirit is remarkable and moving. You will be touched by the community and will find a way to naturally and effectively engage.

ALS Canada is committed to accommodating the individual needs of job candidates, in accordance with the Accessibility for Ontarians with Disabilities Act (AODA), ALS Canada is committed to accommodating applicants with disabilities within our recruitment processes. Please contact the HR department at [jobs@als.ca](mailto:jobs@als.ca) if you require an accommodation during the recruitment process.

ALS Canada is committed to being an equitable employer, we strongly encourage people from equity seeking groups to apply.